



## **REQUEST FOR PROPOSALS**

### **Our Vision**

**All Tehama County children will be born healthy and thrive in safe, supportive, nurturing, and loving environments; and will enter school as healthy, active, socially appropriate learners.**

**Number 00-01**

## **Direct Services**

**January 02, 2001**

Tehama County  
Children and Families Commission  
1135 Lincoln Street  
Red Bluff, CA 96080  
(530) 528-1395

**TEHAMA COUNTY  
CHILDREN AND FAMILIES COMMISSION**

**REQUEST FOR PROPOSALS  
(RFP No. 00-01)**

**Direct Services**

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**Tehama County  
Children And Families Commission**

Request For Proposals  
(RFP No. 00-01)

**Direct Services**

**SCHEDULE OF EVENTS**

1. Release RFP .....January 02, 2001
2. **Bidders' Conference** .....January 18, 2001
3. Technical Assistance Workshop .....January 24, 2001
4. **Mandatory Letter of Intent Due Date** ..... January 29, 2001
5. **Proposal Submission Deadline** ..... February 20, 2001
6. Notice of Intent to Award Posted..... March 13, 2001
7. Last Day to Submit the Intent to Protest ..... March 19, 2001
8. Public Hearing/Intent to Protest.....March 20, 2001
9. Commission Meeting to Review/Approve Funding ..... March 27, 2001
10. Scope of Work and Budget Clarification Meetings with Grantees.....April 03, 2001
11. Projected Contract Start Date..... May 1, 2001

## **I. GENERAL INFORMATION**

### **A. Introduction**

In November 1998, the voters of California passed Proposition 10, the “California Children and Families Act of 1998”. This is a program funded from additional taxes imposed on tobacco products and is directed to promoting, supporting, and improving the early development of children from the prenatal stage to five years of age. The Program supports the creation of integrated, comprehensive, and collaborative systems of services to enhance optimal early childhood development. It emphasizes local decision making to provide for greater flexibility and access.

Proposition 10 is administered by the California Children and Families Commission, and by county children and families commissions appointed by local boards of supervisors. Before county commissions can allocate Program funds, however, they must adopt comprehensive strategic plans showing how they will use the funds.

### **B. The Tehama County Children and Families Commission**

The Tehama County Children and Families Commission was established March 1, 1999. Local County Ordinance 1719 created a 9-member Commission charged with the responsibility of creating the strategic plan that will be used to steer the funding of direct service programs that benefit the community. The Commission constructed the strategic plan with the intention that it would allocate funding to enhance existing partnership resources and invest in new opportunities to improve the quality of life for young children and their families in Tehama County.

Monthly public meetings have been held since June of 1999, and in March of 2000 Denise Snider was hired as Program Director, and is accountable for planning responsibilities. With staff in place, extensive community outreach efforts and provider input helped develop the assessment of the opportunities and needs in the community related to children prenatal to age 5 and their families.

Three Planning Task Force Workgroups were formed to review the multitude of information gathered from the numerous provider/partnership input and community outreach meetings. Workgroups recommended objectives, desired outcomes and indicators based upon reviewed opportunities, needs and gaps identified during the outreach process.

Extensive community outreach efforts and provider input were conducted to assess the opportunities and needs in the community related to children 0-5 and their families. Those efforts included parent and provider focus groups and parent/caregiver and community member meetings in a variety of geographic areas throughout the county. A community survey with parent and provider input was also conducted during the strategic planning process. Planning Task Force Workgroups then used all information collected to develop the objectives, strategies and indicators of success that were included in the plan.

The Commission reviewed the work of the Workgroups and selected the funding priorities for the first funding cycle. The Strategic Plan includes the priorities and an allocation plan for spending Tehama's Proposition 10 funds. The initial 12-month anticipated funding amount available for the Children and Families Commission of Tehama County is approximately \$646,000. The Allocation Plan for these dollars can also be found in the Strategic Plan. The Strategic Plan was formally adopted by the Commission on December 12, 2000.

The Commission will provide assistance to organizations and agencies participating in the development of applications submitted for funding. It is the intent of the Commission to consider each of the proposals submitted on a case-by-case basis when considering program funding. There will be annual reviews of funded programs and updating of the plan based on evaluation of the program and process indicators.

The Commission is aware that the issues facing the county are relatively common throughout the region and there is a commitment to ensure any and all programs funded that fall into the objectives encompass these principles:

- 1. Serve ethnically, culturally and linguistically diverse children and families and special needs children and families**
- 2. Address the needs of geographically and socially isolated communities**
- 3. Target traditionally under-served/high-need populations**
- 4. Streamline access and removal of barriers\* to promote access**

**\*Common barriers have been identified as: language, transportation, cost, funding source, and attitude.**

The Commission is well aware that achieving these objectives is a long-term process, and intends to award contracts that reflect the needs and priorities identified in the Strategic Plan. This Direct Services Request for Proposals (hereafter referred to as the "RFP,") addresses the following priorities as established by the Commission:

<b>Result Area: Improved Family Function: Strong Families</b>
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OBJECTIVE 1

Parents will receive support to increase their knowledge in child rearing and family relationships

Strategies:

- Support and expand parent education and counseling opportunities for all parents, as well as the general public, including but not limited to, preconception and prenatal care, anger management, substance abuse, positive discipline and school readiness
- Promote and expand community based, faith based and in-home support services

<b>Result Area: Improved Child Development: Children Learning and Ready for School</b>
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OBJECTIVE 2

Increase availability of programs that meet and maintain quality assurance standards for child care by 25% both in slots and available hours of operation within three years

Strategies:

- Establish baseline data for number of currently accredited providers/centers in Tehama County
- Recruit, support, assist and provide grants to child care and development providers, less than 100% subsidized, to achieve accreditation
- Support the development of non-traditional days and hours of child care including early morning, evening, night and weekends
- Work with employers in communities to provide quality on-site child care programs or child care assistance (business sponsorships, centralized child care fund, direct employer child care subsidies to parent/provider, vouchers, etc)

OBJECTIVE 3

Increase parents, providers, employers and community knowledge of quality child care and the benefits, early childhood development, and healthy and safe home environments including outreach to Latino and Spanish speaking children and their families

Strategies:

- Promote mass media educational information and outreach regarding quality child care and the benefits, early childhood development, and healthy and safe home environments

<b>Result Area: Improved Child Health: Healthy Children</b>
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OBJECTIVE 4

Increase access to preventative and primary care and health coverage and dental coverage for all children birth to age 5 and pregnant women

Strategies:

- Support coordinated early screening programs that link families with comprehensive health care and dental care services
- Work with existing providers to encourage school based and faith based services

The Commission encourages the collaboration of community based organizations with multiple skills and skill levels in order to increase access to under-served communities.

**C. Scope of Funding and Contract Term**

The total anticipated **annual** amount available through the Direct Service and Planning Grant process is a maximum of **\$576,000** to support the objectives from the Strategic Plan described previously. However, the Commission reserves the right to award contracts in a lesser amount if the needs identified in the Strategic Plan are not sufficiently addressed. The term of the contracts issued as a result of this RFP will be from May 1, 2001, to April 30, 2002. Multiple year contracts may be awarded for up to a three-year period, from May 1, 2001, to April 30, 2004. All multi-year awards are subject to annual performance reviews to be eligible for continued funding.

**II. SCOPE OF WORK**

**A. Program Goals and Objectives**

The goal of the Tehama County Children and Families Commission can be found in its mission:

***Tehama County Children and Families Commission provides leadership for a comprehensive network of support services for all children from prenatal stage through age five and their families; developed, implemented, and administered collaboratively in partnership with communities and families and accountable to them for improving outcomes in children's health, learning, safety, sense of attachment, and social competence.***

To help achieve this mission, contractors selected through this RFP process will submit proposals for projects that address one or more of the objectives listed in section I of this RFP. For ideas about appropriate activities and anticipated programs, applicants are encouraged to evaluate the degree to which they believe their solution will result in the outcomes which accompany the strategies selected by the Commission. Indicators are also detailed in the Strategic Plan, as examples of ways to measure the impact of the proposed program.

Applicants are **STRONGLY** encouraged to review the strategic plan and to consult the section of the plan which includes objectives, strategies, indicators and outcomes.



Copies of the Strategic Plan can be located on the State Commission's Web Page [www.ccfca.gov](http://www.ccfca.gov) and selecting the Tehama County Strategic Plan. The Plan is located in the Public Information section, using the County Commission link, under the heading of County Strategic Plans. You can also receive a copy by calling (530) 528-1395.

### **III. PROGRAM OVERVIEW**

#### **A. General Program Elements**

Contracts awarded under this RFP are intended to promote and improve services related to a group of recommendations selected that build on existing efforts; provide opportunities for linkages and collaboration across and within systems; and, reflect the Commissions commitment to fund efforts that are innovative, family and community defined and respectful of Tehama County's population. Toward that end, the Commission is inviting proposals for projects that:

- Address the specific priorities/needs described in Section I of this RFP, based on the prioritization from the Strategic Plan
- Are accountability and outcome based
- Are collaborative with multiple key partners and stakeholders when possible
- Build upon existing services whenever possible to avoid duplication of resources
- Are inter-generational where possible to draw on and promote the strengths of families
- Address the cultural and linguistic diversity of the county
- Establish or expand linkages with non traditional partners, such as faith-based organizations, that can reach under-served populations
- Remove barriers for and increase services to socially and geographically isolated communities in Tehama County
- Promote public-private partnerships to leverage human and financial resources, such as business partnering in childcare
- May include for some projects planning time if necessary to more fully develop a community-based program or service integration

The Commission will consider two types of proposals for funding: **Direct Service Proposals and Planning Grant Proposals. This RFP (00-01) addresses Direct Service Proposals only.**

**Direct Service** Grants can be awarded to programs that serve children age 0-5 and their families in one or more of the Focus Areas outlined in the Strategic Plan. Programs should directly impact one or more of the prioritized objectives and strategies outlined in Section I of this RFP.

#### **B. Evaluation**

The goal of evaluation activities under this Program is to collect demographic and service data that are uniform across all funded organizations. The Commission will use the processes and support of the State Commission to optimize the evaluation component of

its RFP. The evaluation process will also be reflective of the reporting system developed by the State Children and Families Commission.

Individual agencies will also be expected to collect evaluation data appropriate to their individual programs. Evaluation plans should address the primary objectives and strategies that were prioritized in the Strategic Plan, and which are listed in Section I of this RFP. The plan must also address which outcomes and indicators you will report on related to your specific objectives and strategies as found in Section VI of the Strategic Plan.

It is expected that contractors will work with the Commission to establish evaluation plans that will address these goals. The Commission will work with agencies to match the scope of evaluation to each agency's abilities and resources, and provide technical assistance and training, where appropriate, to support evaluation activities. Applicants are strongly encouraged to integrate evaluation activities with existing evaluation programs and collaborate with other agencies, where possible.

#### **IV. BIDDERS' CONFERENCE**

A Bidders' Conference will be convened in Red Bluff as follows:

**January 18, 2001**

Saint Elizabeth Community Hospital  
Coyne Center  
2550 Sister Mary Columba Drive  
Red Bluff, CA 96080  
9:00 a.m. – 12:00 p.m.

A networking lunch will be available from 12:00 to 1:00 p.m. for any participants who would like to attend.

The purpose of the bidders' conference is to clarify the contents of this RFP. It is not intended to provide technical assistance to proposers on how to prepare their proposal packages. The purpose is to review the RFP, answer questions, and clarify any ambiguities bidders' may have. Such clarifications may aid potential proposers in deciding whether or not to submit proposals.

Potential bidders are encouraged to read through the RFP and submit questions **in writing** prior to the Bidders' Conference. When submitting questions, it would be helpful to indicate that your questions pertain to the Direct Services RFP. Questions can be submitted via email to [sniderd@snowcrest.net](mailto:sniderd@snowcrest.net), via fax to (530)528-1396 or to Denise Snider, Tehama County Children & Families Commission 1135 Lincoln Street, Red Bluff, CA 96080.

**No questions regarding this RFP will be accepted after 5:00 p.m. on January 12, 2001 until the Bidders' Conference on January 18, 2001.** Answers to written questions submitted prior to 5:00 p.m. on January 12, 2001 will be available to all attendees of the Bidders' Conference. Additional verbal questions will be addressed at the Bidders' Conference and the TA Workshop.

If special accommodations are needed for the hearing impaired or translation assistance please contact the Commission at (530) 528-1395 by January 10, 2001.

## **V. VOLUNTARY TECHNICAL ASSISTANCE WORKSHOP**

The Commission is committed to increasing the ability of organizations, particularly non-traditional providers, to respond effectively to funding opportunities. A voluntary technical assistance workshop will be offered for organizations/agencies intending to submit proposals under this RFP. This half-day workshop will be offered as follows:

Technical Assistance Workshop – Red Bluff

**Wednesday, January 24, 2001** 9:00 a.m. – 12:00 p.m.

Saint Elizabeth Community Hospital  
Coyne Center  
2550 Sister Mary Columba Drive  
Red Bluff, CA 96080

Snacks will be provided.

While a reservation is not required to attend the workshop, an indication of attendance would be helpful to ensure adequate space and materials. Please complete and return the attached RSVP form (Attachment 6).

## **VI. QUESTIONS REGARDING THIS RFP**

As mentioned in Section III, if after reviewing this RFP you have any questions, you can submit questions to the Commission in writing and request clarification. All questions submitted prior to the deadline will be addressed at the Bidders' Conference on January 18, 2001. Additional verbal questions will be addressed at the Bidders' Conference and the TA Workshop. Again, written inquiries must be received no later than January 12, at 5 p.m. Inquiries can be sent to:

**Denise Snider, Program Director  
Tehama County Children and Families Commission  
1135 Lincoln Street  
Red Bluff, CA 96080**

Via email to: [sniderd@snowcrest.net](mailto:sniderd@snowcrest.net)

**Or via** fax to (530) 528-1396; questions must be received by the date and time indicated above. Please call (530) 528-1395 if you seek to confirm receipt of fax.

## **VII. COST OF DEVELOPING PROPOSAL**

The cost of developing a proposal is entirely the responsibility of the proposing organization and cannot be chargeable to the Commission or included in the cost elements of the proposal budget.

## **VIII. MANDATORY LETTER OF INTENT**

Entities intending to submit a proposal response are **required** to submit a Letter of Intent, which must arrive at the Commission office no later than January 29, 2001, no later than 5:00 p.m.

This letter will assist the Commission in allocating sufficient resources to review the RFP's, based upon the number of RFP's anticipated. It will also ensure that the Commission selects reviewers who contain the expertise necessary for specific types of proposals.

The Letter of Intent must be the original, and include:

- applicant organization, including its mission and track record in providing the type of programs and services sought in the RFP
- proposed project, including the need it addresses, target audience and general description of method for reaching them, anticipated results, and the reason the applicant believes the strategy will be effective
- key staff or positions responsible for carrying out the project
- amount of money requested, including mention of any budget items that may raise policy or other questions; for example, providing cash incentives for parents who attend a minimum number of parent education classes
- number of years of funding request

The Letter of Intent must be no longer than three (3) pages, and must be signed by an official authorized to bind the entity.

Letters of Intent are mandatory and must be mailed or hand delivered to the following address by the 5 p.m. deadline on January 29, 2001:

**Denise Snider, Program Director  
Tehama County Children and Families Commission  
1135 Lincoln Street  
Red Bluff, CA 96080**

## **IX. PROPOSER QUALIFICATIONS**

Proposals (**original and six copies three hole punched on the left side**) must be assembled together, placed in one package and submitted as follows:

PROPOSAL RFP 00-01

Denise Snider, Program Director  
Tehama County Children and Families Commission  
1135 Lincoln Street  
Red Bluff, CA 96080

Proposals can be mailed or hand delivered; but regardless of the postmark date, **must be received by the Commission by 5:00 p.m., February 20, 2001.**

Proposers are cautioned that the processing time of U.S. mail can add extra time to the delivery time of mail. **Proposals, regardless of postmark, received after the proposal submission deadline, will be returned unopened.**

The following are minimum qualifications that proposers must possess by the proposal submission deadline:

1. Proposers must be either a community-based organization, association (including a joint venture), agency, corporation, college, university, schools/school districts, or municipality or unit of government **located or providing services** in Tehama County. Non-profit, public charity, religious and other similar organizations exempt from federal income tax under section 501 (c)(3) of the Internal Revenue Code must submit proof of their non-profit status.

Private businesses can apply that have a current business license and are compliant with all local, state and federal requirements that may apply.

Faith communities may apply. Active participation in the faith can not be a prerequisite for individuals receiving services utilizing Proposition 10 dollars.

2. Proposers should preferably have experience and/or skills in planning and delivering health, educational or social services programs that promote, support, and improve the early development of children from the prenatal stage to five years of age. Subcontractors or joint venture partners, if any, with the responsibility for accomplishing portions of the project should have such experience in their respective fields.
3. Proposers and subcontractors, if any, should preferably have experience serving culturally and linguistically diverse communities and populations appropriate to the communities served within this proposal.
4. Project staff/consultants with significant roles should preferably have professional expertise in evaluation, or in health, education or social services, and experience working with programs that address the priorities stated in this RFP.

5. Proposers must have the capacity to meet project timelines.
6. Proposers must show proof of their financial solvency as evidenced by the submission of an independent audit or year end financial statement for its most recent fiscal year, unless otherwise exempt. All noted audit exceptions, if any, must be explained. New programs must submit a first year anticipated budget as part of their request.

As noted previously, successful applicants must:

- serve ethnically, culturally and linguistically diverse children and families and special needs children and families
- address the needs of geographically and socially isolated communities
- target traditionally under-served/high-need populations
- streamline access and removal of barriers\* to promote access

\*Common barriers have been identified as: language, transportation, cost, funding source, and attitude.

In addition, funded service providers will be required to:

- Provide integrated services without duplication
- Submit detailed reporting
- Cooperate and participate in local and statewide evaluation efforts

## **X. PROPOSAL CONTENTS**

The proposal must include the following content, forms and materials according to the instructions below. The proposal will be considered non-responsive if the proposer fails to follow these instructions or fails to return the required forms and materials, and may be eliminated from further consideration.

### **A. Format of Proposal**

1. The narrative portion of the proposal, excluding attachments/forms, must be limited to **14 pages on 8 ½ x 11 size paper, with 1.5 spacing, and no smaller than 11 point pitch for Direct Service proposals.** Be as succinct as possible in your writing; the quality of information and not the volume is what is important.
2. The format should allow margins at top, bottom, and sides with a header on the top of each page identifying the proposer and the name of the project.
3. All pages, excluding attachments, must be numbered sequentially with the name of the applicant agency at the top of each page. The proposal sets must not be bound. A heavy clasp or thick rubber band is acceptable. (The Commission will use its own binders.)

4. An **original plus six (6) copies 3 hole punched on left side** of the proposal, complete with attachments, must be submitted.
5. All forms and attachments that require signatures must be signed in ink for inclusion in the original of the proposal package. Signature stamps are not acceptable. The six additional copies may include photocopied signatures.

**B. Required Content of Proposal**

Assemble and arrange each proposal set in the following order and address the required content/questions. The order in which items are presented is important because proposal reviewers will follow this order in looking for specific areas to evaluate:

1. Cover Sheet

Complete the proposal Cover Sheet (Attachment 1). This sheet will serve as the cover of your proposal. An official authorized to bind the entity must sign.

2. Project Requirements Checklist

The Project Requirements Checklist (Attachment 2) must be included. Answer yes or no to each question. If “N/A” is responded, please note the reason for the requirement being non-applicable. Please mark a response to all questions.

3. Problem/Need Statement

Describe the problem you intend to address, the clients/customers targeted to be served, and a brief documentation of the need for the project you are proposing. Use local data where possible to support the description of service gaps, barriers, target groups, etc., and justify the need for the project. Show how the project is reflective of the ethnic, geographic and service needs identified in the Strategic Plan.

4. Abstract

Begin the proposal with a brief abstract of the proposal. This summary should clearly highlight what you hope to accomplish, the agency(ies) involved, and the proposed plan of action to undertake the activities described in the RFP. Briefly describe the impact the proposed project might have on the Commission’s priorities for objectives and strategies as listed in Section I of this RFP.

5. Agency Description/Capability (Direct Service Category)

- a) Provide a brief history of the organization/agency which includes the date of establishment, a current organization chart, and examples of relevant prior accomplishments and current projects related to the purpose of this RFP. If this is a new agency, provide any planning history available and relevant to its capability to provide the services.
- b) State how many people were served by your organization during the year 2000 and approximately how many of these were children 0-5, or expectant parents, if applicable.
- c) Describe your agency's commitment to the proposed project and how the project described in this RFP fits your organization's mission and goals.
- d) Provide evidence that demonstrates your agency's capability to provide the direct services and/or improve service integration in accordance with the purpose of this RFP. For example, to what degree has the agency participated in collaborative efforts involving multiple agencies?
- e) What have been some of the tangible results that have occurred as a result of implementing prior projects involving a similar program to the proposed target group(s)? What is the agency's cultural/linguistic competence to serve this population?
- f) If a subcontractor/joint venture is proposed, describe the relevant experience and strengths the subcontractor offers the project.
- g) Briefly describe the project office facilities at the proposer's disposal to perform the work under this RFP including office support services.

6. Staff, Subcontractor and Consultant Qualifications

- a) Staff and Subcontractor(s)

Identify all senior staff who will work on this project, including their expected roles, estimated percent time, and experience they have had in planning and implementing similar projects. Include a description of staff experience working with diverse communities. Identify the person who will have primary responsibility for coordinating the objectives of the RFP, and discuss the person's experience in managing similar projects. **Place resumes of key project staff in the appendices section.**

If you are proposing a subcontractor(s) to provide part of the deliverables, please address key staff qualifications for subcontractor(s). The same subcontractors may be proposed for use by more than one primary proposer. An entity submitting a proposal may also be identified as a subcontractor in another entity's proposal unless a conflict of interest exists.



b) Consultants

Identify all proposed professional consultants and their proposed role in implementing the project. **Provide consultant resumes and a description of how their qualifications and expertise are relevant to the project functions in the appendices section.**

7. Project Description

Please respond to the following questions:

- a) Use the attached Scope of Work form (Attachment 3) and identify the Commission Strategic Plan objective(s) as listed in Section I of this RFP you intend to accomplish. List the activities/tasks you will undertake to accomplish the objectives and identify the expected timeline. If you are proposing a multi-year project, show the activities by fiscal years. For each program objective identify the major activities involved in the process and the intended client outcome on Attachment 3.
- b) Briefly describe the target group(s), including any unique characteristics, and identify the number of persons expected to be reached through the project's efforts and the units of service to be provided.
- c) Describe how this project will integrate or coordinate with other child serving programs, and how it will enhance access to families in the community being served while avoiding duplication.
- d) Describe any outreach activities that will occur to promote the program and increase the likelihood of participation. What evidence is there that this approach will be successful for this target group?
- e) Describe how you will address the cultural/linguistic needs of the population(s) to be served.
- f) Describe specifically how you plan to serve under-served/isolated communities to reduce barriers and increase utilization of services, e.g., hours of operation, interpreter services, transportation, incentives.
- g) Describe how those communities will be involved in the planning, implementation and evaluation of the project.
- h) Address the area of collaboration and identify the other organizations whose cooperation/participation is necessary to ensure the success of your project, and what specific roles these key partners will play. **Include in the appendices a letter of commitment or memorandum of understanding (MOU) from any such organizations, signed by an official authorized to bind the agency.**

- i) If your organization has an active community advisory committee, describe the specific role this group will play in ensuring project success.

## 8. Evaluation Plan

Complete the attached Evaluation Plan (Attachment 4) with your intended client outcome and performance indicators to show how you plan to measure the success of your project.

- Describe the data elements you plan to collect and the plan for collecting and analyzing them.
- Describe in the narrative portion of your proposal the required elements of success and how you will know to what degree you have reached them.
- Describe who will be responsible for the data collection/analysis function, and make adequate provision for these activities in your budget request.

Entities awarded contracts under this RFP will be expected to cooperate with and participate in the Commission's evaluation effort for this Program.

## 9. Required Resources

There is a budget form included as an Attachment 5 in this RFP.

- a) Complete the required line item Budget Form (Attachment 5) showing the amount and purpose of requested funds, and the other resources, including in-kind, available to the agency to support this project. If you are submitting a multi-year proposal, use a separate budget form and develop one-year budgets for each fiscal year for which you are requesting funds. Use the Budget Form to create a separate budget(s) for each of your subcontractors, if any, for each fiscal year funds are requested. **Place the Budget Form(s) in this section of your proposal (Attachment 5).**

**Consistent with the intent of the California Children and Families Act of 1998, no monies from this Program may be used to supplant federal, state, county or other monies available to the agency for any purpose. Activities funded under this RFP must be new or enhancements to existing activities.**

- b) Provide a justification for any item in the budget whose purpose may not be obvious or immediately clear regarding how the item is tied to the objectives of the proposed project, or if the amount is likely to raise questions by reviewers. Proposer's should make every effort to develop budgets that are in line with common business practices and adequate to ensure the success of the project, including provision for evaluation activities.

- c) In the proposal narrative, describe the agency's plans for sustaining the project efforts after the contract period, unless the proposed project is a one-time effort.

10. Required Documents

Create an appendices section of your proposal. The following documents are to be included in this section of the proposal in the order they are listed below, as applicable:

- a) List of agency's board of directors with affiliations
- b) Resumes of key staff/consultants
- c) Letter of commitment or Memorandums of Understanding (MOU) from key agency partners outlining specific types and levels of commitment or partnership if appropriate to this application
- d) Proof of non profit status or appropriate business licenses
- e) Clinic/agency license
- f) A copy of the agency's most recent CPA audit or year end financial statement
- g) Proof of agency insurance will be required at the time of contract

**C. Proposal Submission Instructions**

Proposals (**original and six copies three hole punched on the left side**) must be assembled together, placed in one package and submitted as follows:

PROPOSAL RFP 00-01

Denise Snider, Program Director  
Tehama County Children and Families Commission  
1135 Lincoln Street  
Red Bluff, CA 96080

Proposals can be mailed or hand delivered; but regardless of the postmark date, **must be received by the Commission by 5:00 p.m., February 20, 2001.**

Proposers are cautioned that the processing time of U.S. mail can add extra time to the delivery time of mail. **Proposals, regardless of postmark, received after the proposal submission deadline, will be returned unopened.**

**D. Authority to Verify Proposer's Information**

All proposers agree that, in submitting a proposal, they authorize the Commission to verify any and all claimed information and to verify any references names in their proposal.

**E. Alteration/Modifications to Proposal**

Proposals must be complete when submitted. No changes, modifications, corrections or additions may be made to the proposals once they are filed with the Commission. However, a proposal may be withdrawn in its entirety.

**F. Withdrawal of Proposal by Proposer**

A proposal may be withdrawn by submission of a written request signed by a representative of the organization. Submit and label a withdrawal request as follows:

WITHDRAWAL OF RFP 00-01

Denise Snider, Program Director  
Tehama County Children and Families Commission  
1135 Lincoln Street  
Red Bluff, CA 96080

**XI. PROPOSAL EVALUATION AND AWARD PROCESS**

The Program Director will select proposal readers from content experts and representatives from the community/outlying counties or consultants to review submitted RFP and to make recommendations to the Commission. There will be three readers per focus area.

Funding recommendations will be based upon responsiveness to this RFP, congruence with the identified needs of Tehama County, funding availability and the recommendations of the proposal readers. Proposals found to be unresponsive for any reason may be rejected from further consideration.

**XII. AWARD PROCESS AND CRITERIA**

Each proposal will be evaluated by a team of readers to determine the responsiveness to the requirements of the RFP as well as the Commission's needs.

**A. Project Requirements Checklist (Step I)**

Proposals must first be evaluated using the "Project Requirements Checklist" review (Attachment 2) to determine the degree to which the proposal is responsive to the RFP. Readers, using the Checklist, will determine the number of items for which the proposer has appropriately responded "yes" to each of the questions. If "N/A" is checked a documented reason must be given for this

response. If sufficient "yes" responses are not present to allow proposal readers to adequately evaluate the proposal, the proposal reader will mark the proposal as not sufficient and return to the Program Director. A proposal must have at least 50% "yes" responses to be considered sufficient.

**B. Proposal Evaluation (Step II)**

After Step I, using the Project Requirements Checklist from that step, each proposal reviewed will be submitted to a team of proposal readers developed by the Program Director of the Tehama County Children and Families Commission of Tehama County. Each proposal will be reviewed and scored based upon the adequacy and thoroughness of the response to the Commission's needs and RFP requirements.

The six weighted proposal evaluation criteria are shown below, along with the maximum number of points possible. Proposal scores may range from 0 to 100 points, as follows:

<u>Category</u>	<u>Maximum Score</u>
Problem/Need Statement	10 points
Agency Description/Capability	20 points
Staff, Consultant and Subcontractor Qualifications	10 points
Project Description	45 points
Evaluation Plan	10 points
Required Resources/Budget	<u>5 points</u>
	100 points

A proposal must attain a minimum score of **60 points** to pass on to the final stage of the evaluation process for further consideration.

**C. Proposal Evaluation Criteria**

The proposal readers will evaluate each proposer's organizational structure, mission, current services available, level and amount of services, types of experience, and its capabilities. The specific evaluation criteria that will be applied to all response proposals are as follows:

1. **Problem/Need Statement** (10 points maximum)
  - a) To what extent does the problem described address the the Strategic Plan's priorities and needs? (5)
  - b) To what extent does the data support the magnitude of the problem and justify the need for the project? Does it reflect the ethnic, geographic and service needs identified in the Strategic Plan? (5)

**2. Agency Description/Capability (20 points maximum)**

- a) To what extent does the proposer have the appropriate qualifications to undertake the proposed work? (3)
- b) To what extent does the proposer's past accomplishments or current projects (and those of its subcontractors, if any) relate to the type of work required under this RFP? (3)
- c) To what extent does the project described in this RFP fit the proposer's mission and goals? Is there evidence of organizational commitment to this project? (3)
- d) To what extent does the proposer have relevant experience working with collaboratives and/or serving the communities and populations described in this RFP? To what degree are they culturally/linguistically competent to provide the proposed services? (4)
- e) To what extent is the proposer's management abilities adequate to coordinate and monitor the project? (3)
- f) To what extent do the proposer's examples of similar or prior experiences adequately demonstrate the ability to provide deliverables in a timely manner and demonstrate the proposer's ability to manage fiscal resources responsibly? (3)
- g) To what extent does the proposal have adequate facilities and office support services at its disposal to perform work under this RFP? (1)

**3. Staff, Consultant and Subcontractor Qualifications (10 points maximum)**

- a) To what extent does the proposer have appropriately qualified staff to carry out the designated scope of work? Does the staff have the skills and cultural and linguistic competency necessary for the proposal? If the proposer is including subcontractor(s) to provide part of the deliverables, is there appropriate justification for subcontractor duties? To what extent has the proposer identified and engaged appropriately qualified consultants to carry out the proposed consultant work? (10)

**4. Project Description (45 points maximum)**

- a) To what extent do the proposer's objectives and adequately fit the objectives of this RFP? (5)
- b) To what extent are the proposed activities appropriate for carrying out the project? Is there adequate evidence that the planned approach is feasible and appropriate for targeted children and families? (7)
- c) To what extent does the proposer demonstrate an ability to develop an effective and feasible series of timelines and events for implementing this project? (5)
- d) To what extent are the units of services and numbers of persons to be reached feasible? Are they reasonable in relationship to the amount of the requested funds? (6)
- e) To what extent are the planned outreach/promotional activities likely to increase utilization of services or participation in program events? (5)
- f) To what extent does the proposer plan to serve socially and geographically isolated communities? To what extent does the proposer ease or increase access to services for families of young children? Are their plans adequate to do so? (7)
- g) To what extent has the proposer demonstrated active involvement of the communities affected by this project? Is there evidence of an active role in the project by a community advisory group? (5)
- h) To what extent will other local partners and stakeholders be involved in the project? Are their roles clear? Is the plan for collaboration realistic? Is the evidence of their participation adequate? Does this proposal enhance rather than duplicate existing services? (5)

**5. Evaluation Plan (10 points maximum)**

- a) To what extent has the proposer identified an evaluation strategy including deliverables and milestones or achievement criteria, outcome indicators and data collection methods that correspond to and capture the objectives and major activities of the scope of work? (4)
- b) How is the proposer going to document that they are serving their targeted population(s)? (4)

- c) To what extent are the funds for these activities adequate for achieving desired objectives? (2)

**6. Required Resources/Budget (5 points maximum)**

- a) To what extent are the requested funds appropriate to carry out the project? Is there adequate justification for all line items? Does the funding amount requested appropriately relate to the proposed level of effort? Are other agency resources, including in-kind, available to support the project? Are the proposer's plans for sustaining the project efforts after the contract period realistic? (5)
- Total (100)**

**D. Proposer Interviews (Step III)**

Organizations whose proposals attain a score of 60 points or more of the total available 100 points may be asked to participate in Proposer Interviews for final evaluation through a scheduled interview. The purpose of this stage is to allow the Commission to ask questions, follow up on issues identified in the proposal reviews, clarify written information presented by the proposer, and gain additional insight into the proposer's plans to deliver services and its capability to effectively do so. The Commission reserves the right to interview any and/or all bidders, but may also elect to award or deny funds without a Proposal Interview.

**XIII. PROPOSAL AWARDS/NOTIFICATION OF INTENT TO AWARD**

On March 13<sup>th</sup>, 2001, written notification of the reader's recommendations will be faxed and hard copy mailed to all proposers. A public hearing will be held by the Commission on final funding recommendations on March 27<sup>th</sup>, 2001. Written notification of the Commission's intent to award will be faxed, and a hard copy mailed to all proposers, notifying them of the identity of the selected proposers and the contract amounts. The public hearing for Proposal Awards/Notification of Intent to Award will take place at 3:15 p.m. at:

Saint Elizabeth Community Hospital  
Coyne Center  
2550 Sister Mary Columba Drive  
Red Bluff, CA 96080

**XIV. DISPOSITION AND OWNERSHIP OF PROPOSALS**

All materials submitted in response to this RFP will become the property of the Commission, and, as such, are subject to the Public Records Act (Government Code Section 6250 et seq.).



All proposals, evaluation and scoring sheets and supporting materials supplied by proposers will be available for public inspection on the day the Notice of Intent to Award is posted.

## **XV. CONTRACT AWARD PROTEST PROCEDURES**

1. A proposer that has submitted a proposal may file an initial brief Notice of Intent to Protest within five (5) working days after the "Notice of Intent to Award" has been posted in the Commission's office. Protests will only be considered if received in the Commission office by 5:00 p.m. on March 19, 2001.
2. Protests must state the reasons, law, rule, regulation or practice on which the protest is based.
3. Protests are to be labeled and addressed as follows:

**PROTEST TO RFP 00-01**

Denise Snider, Program Director  
Tehama County Children and Families Commission  
1135 Lincoln Street  
Red Bluff, CA 96080

4. The Commission shall conduct a public hearing on March 20, 2001 to resolve all timely protests. The Commission's decision on each protest will be final and not appealable. The Commission will give written notice to each protester, setting forth the final outcome of their protest. The public hearing will take place at 7:00 p.m. at:

Saint Elizabeth Community Hospital  
Coyne Center  
2550 Sister Mary Columba Drive  
Red Bluff, CA 96080

## **XVI. RESPONSIBILITIES**

### **A. Required Approvals and Reports**

The contractor must deliver to the Commission the following reports, tools, and materials for review and approval:

1. The final draft of the scope of work will be used to accomplish the proposer's objectives. If revisions are required by the Commission during the contract negotiation process, they must be submitted no later than **April 30, 2001**. These negotiations may be based on the cost per unit of services to be provided.

2. Written, quarterly summary progress and financial reports must be submitted to the Commission on all major activities accomplished or in progress. The final report should include a summary description of all activities performed under this RFP and how the goals and objectives have been met.
3. Completed data collection forms are to be submitted according to the instructions and schedule to be determined by the Commission in consultation with the Program Director.
4. Non compliance of Commission requirements may result in immediate cancellation of contracts and/or withholding of additional funds.

**B. Other Contractor Responsibilities**

1. **Insurance:** The Commission requires that all contractors indemnify and defend the commission for liability incurred as a result of actions associated with the proposed contract/agreement and carry insurance as required for the proposed contract/agreement. Workers' Compensation Insurance must be provided for all employees and volunteers of the Contractor. Current liability limits are \$1,000,000.00 per occurrence for personal injury or property damage, and \$3,000,000.00 in the aggregate. If vehicles are used for meeting the provisions of this contract or agreement, \$1,000,000.00 auto liability insurance must also be available. Commission is to be named an additional insured on the liability policies. Certificates of insurance and endorsements must be on file with the Program Director prior to this contract or agreement being effective.
2. **Additional Responsibilities:** Manage and monitor the project on an ongoing basis to ensure the quality and timeliness of the work performed.
3. Assure that deliverables, activities and timelines developed or conducted under this contract are reviewed and approved by the Commission prior to production or implementation.
4. Inform the Commission immediately verbally and follow up with written documentation as appropriate of any issues or problems that arise during the contract term.
5. Attend an annual meeting with other Program contractors and the Commission to discuss project findings, conclusions and recommendations.

**C. The Children and Families Commission Responsibilities**

- A. Provide ongoing consultation and technical assistance to the contractor.

## **XVII. CONTRACT TERMS, CONDITIONS AND EXHIBITS**

The successful proposers will be required to enter into a contract with the Commission that will incorporate by reference this RFP as well as the proposer's response to this RFP. The contract resulting from this RFP will be prepared on a Tehama County Children and Families Commission Contract. Proposers are encouraged to review this contract and its exhibits in detail for their impact on submission of a proposal.

The Commission assumes no responsibility or liability for costs incurred by the proposers prior to the effective date of the contract and approval by the Tehama County Children and Families Commission, whichever is later. The contract is of no force and effect unless approved by or on behalf of the Tehama County Children and Families Commission. Total liability of the Commission is limited to the terms and conditions of the contracts resulting from this procurement process and for the activities performed under the contracts.

**Attachment 1**

**PROPOSAL COVER SHEET**  
(Use this form for your front cover)  
**TEHAMA COUNTY**  
**CHILDREN AND FAMILIES COMMISSION**

**RFP 00-01**  
**Direct Services**  
**FY 2001 - 2002**

\_\_\_\_\_  
Name of Agency

\_\_\_\_\_  
Telephone No.

\_\_\_\_\_  
Program Contact Person/Title

\_\_\_\_\_  
Telephone No.

\_\_\_\_\_  
Agency Address

\_\_\_\_\_  
Fax No.

\_\_\_\_\_  
Physical Address(es) of Program Site for this Application, if different

Amount of Contract Application Request:

May 1, 2001 – April 30, 2002    \$ \_\_\_\_\_

*(Leave years 2 and 3 blank unless  
you are submitting a multi-year  
proposal)*

May 1, 2002 – April 30, 2003    \$ \_\_\_\_\_

May 1, 2003 – April 30, 2004    \$ \_\_\_\_\_

Total Amount requested            \$ \_\_\_\_\_

\_\_\_\_\_  
Name of Agency Director

\_\_\_\_\_  
Signature of Agency Director

\_\_\_\_\_  
Name of President of Board of Directors

\_\_\_\_\_  
Signature of President of Board of Directors

Strategic Plan Priority Objective(s) Addressed by this Proposal: *[√all that apply]*

- ☐ Obj. 1: Parent/caregiver support and knowledge in child rearing and family relationships
- ☐ Obj. 2: Availability and access to quality child care programs
- ☐ Obj. 3: Increase community wide knowledge of benefits of early educations and care
- ☐ Obj. 4: Increase access to primary and preventative dental and health care

*Tehama County Direct Services RFP*

Specific community area(s) of service and projected number to be served by community: *[list all that apply]*

Geographic Area:	# served
<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____

**CLIENTS:**

Total # of unduplicated clients/customers expected to be served by this project:

*(Enter "0" if none)*

Number of Adults:

Parents or expectant parents \_\_\_\_\_

Foster parents \_\_\_\_\_

Grandparents/other relatives \_\_\_\_\_

Paid caregivers \_\_\_\_\_

Professionals (e.g., MSWs, MDs) \_\_\_\_\_

Number of Children:

Children 0 to 5 years of age \_\_\_\_\_

**UNITS OF SERVICE:**

Define "units of service" for your project:\*

\_\_\_\_\_

\_\_\_\_\_

Total units of service to be provided by this project:

# \_\_\_\_\_

Identify the cost per unit of service. If not applicable, please explain.

\$ \_\_\_\_\_

*\*For example, a project that opens a prenatal clinic would define units of service as prenatal visits; a project that provides education about child development to physicians would define units of service as educational sessions.*

Application Deadline:

**5:00 p.m., February 20, 2001**

**Denise Snider, Program Director  
Tehama County Children and Families Commission  
1135 Lincoln Street  
Red Bluff, CA 96080**

**Attachment 2**

**PROJECT REQUIREMENTS CHECKLIST**  
(To be completed by the proposer)

	Yes	No	N/A
1. My organization is a non profit agency, has submitted proof as non profit status, or is an association (including a joint venture), corporation, college, university, a municipality or unit of government located or providing services in Tehama County.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>or</b>			
My organization is a private business with a current Business license and is in compliance with all local, state and Federal requirements which may apply.			
2. My organization has the relevant experience and capability to perform the work described in this proposal, and certifies that adequate internal controls are in place to manage and meet all terms and conditions of the contract.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. My organization has submitted proof of its financial solvency as evidenced by the most recent CPA audit (unless exempt), or year end financial statement and fully explained any exceptions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. My organization has completed and included the following items in this proposal package:	<input type="checkbox"/>	<input type="checkbox"/>	
a) Proposal Content:			
i) Abstract	<input type="checkbox"/>	<input type="checkbox"/>	
ii) Problem/Need Statement	<input type="checkbox"/>	<input type="checkbox"/>	
iii) Agency Description/Capability	<input type="checkbox"/>	<input type="checkbox"/>	
iv) Staff, Consultant and Subcontractor Qualifications	<input type="checkbox"/>	<input type="checkbox"/>	
v) Project Description	<input type="checkbox"/>	<input type="checkbox"/>	
vi) Evaluation Plan	<input type="checkbox"/>	<input type="checkbox"/>	
vii) Required Resources/Budget	<input type="checkbox"/>	<input type="checkbox"/>	
b) Proposal Appendices/Attachments:			
i) Cover Sheet (Attachment 1)	<input type="checkbox"/>	<input type="checkbox"/>	
ii) List of board members with affiliations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Tehama County Direct Services RFP*

	Yes	No	N/A
iii) Proof of non profit status or business license if applicable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv) Clinic/agency license, if applicable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v) Resumes of key staff	<input type="checkbox"/>	<input type="checkbox"/>	
vi) Organizational chart of agency/department	<input type="checkbox"/>		
vii) Copy of recent CPA audit or year end report, unless exempt	<input type="checkbox"/>	<input type="checkbox"/>	
viii) Scope of Work form (Attachment 3)	<input type="checkbox"/>	<input type="checkbox"/>	
ix) Letters of commitment to participate by key partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x) Evaluation Plan Form (Attachment 4)	<input type="checkbox"/>	<input type="checkbox"/>	
xi) Budget Form (Attachment 5)	<input type="checkbox"/>	<input type="checkbox"/>	

*\*If "N/A" is responded, please note the reason for the requirement being non-applicable*

\_\_\_\_\_  
Name of agency/organization

\_\_\_\_\_  
Name of authorized agency official

\_\_\_\_\_  
Title

\_\_\_\_\_  
Authorized signature

\_\_\_\_\_  
Date

Attachment 3

SCOPE OF WORK  
(To be completed by proposer)  
Use Additional copies of this sheet if necessary

Program Objectives Please tie to Strategic Plan Priority Objectives in the RFP.	Major Activities	Timeline	Intended Client Outcome	Undup. Clients



Attachment 4

EVALUATION PLAN  
(To be completed by proposer)

Intended Client Outcome (What do you want to achieve?)	Performance Indicators (What measure will you use?)	Data Collection/Analysis Method (What methods will you use to measure this?)

**Attachment 5 A**

**DIRECT SERVICES**  
**BUDGET REQUEST FORM**

Complete this form for the **entire** project. If there are subcontractor budgets involved, please complete an additional form for each. Identify the subcontractor, and the line items involved in each subcontract.

Agency Name \_\_\_\_\_

<i>(√ the appropriate box)</i> <input type="checkbox"/> Prime contractor's budget <input type="checkbox"/> Subcontractor's budget Identify Subcontractor: _____
---

Budget period: *(√ the appropriate box)*

- ☐ May 1, 2001 – April 30, 2002  
☐ May 1, 2002 – April 30, 2003 (if multi -year proposal)  
☐ May 1, 2003 – April 30, 2004 (if multi-year proposal)

I. PERSONNEL	Amount Requested	Matching Amount Available **	Total Project Budget
<u>Position Title</u>	<u>Salary Range</u>	<u>FTE</u>	
A.			
B.			
C.			
D.			
E.			
F.			
Benefits @ ____%			
Subtotal Personnel			

- II. OPERATING EXPENSES
- A. Rent and Utilities
  - B. Office Supplies and Materials
  - C. Telephone/Communications
  - D. Postage/Mailing
  - E. Reproduction/Copying
  - F. Printing
  - G. Equipment Lease
  - H. Travel
  - I. Insurance
  - J. Audit
  - K. Training/Conferences

	Amount Requested	Matching Amount Available **	Total Project Budget
L. Consultants			
M. Subcontractors			
N. Other (please specify)			
Subtotal Operating Expenses	_____	_____	_____
III. CAPITAL EXPENDITURES (if required for this project) (itemize and identify items requested. ) Competitive bids may be requested by the Commission prior to contract.			
Total Capital Expenditures:	_____	_____	_____
IV.. INDIRECT COSTS @ _____% of Personnel	_____	_____	_____
V. TOTAL PROGRAM COSTS	=====	=====	=====

IV. **IN-KIND:** Please identify any in-kind support that is available to this project (ie: Volunteer hours (identify role(s) of volunteers, donated office space or equipment, etc.)

\_\_\_\_\_  
 \*\*List in this column all agency funds available to support the project. Indicate with an “NS” next to the amount any that are not yet secured.

**Attachment 6**

VOLUNTARY  
**Direct Services**  
TECHNICAL ASSISTANCE WORKSHOP  
RSVP FORM

To ensure adequate space and materials at this voluntary workshop, please complete the following information and mail or FAX to the Tehama County Children and Families Commission by:  
January 19, 2001:

**Denise Snider, Program Director**  
**Tehama County Children and Families Commission**  
**1135 Lincoln Street**  
**Red Bluff, CA 96080**  
**(530) 528-1395**  
**(530) 528-1396 FAX**

A. We plan to attend the voluntary Technical Assistance Workshop on January 24, 2001  
circle one: yes                      no

B. How many people from your organization plan to attend? \_\_\_\_\_

C. Name and address of agency/organization:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

D. Name and telephone number of contact person for the organization:

\_\_\_\_\_ (\_\_\_\_) \_\_\_\_\_